

ABSTRACT

The high interest of Indonesian society to the social media can be used by businesses to increase consumer purchase intention. Comments written by a person in social media can be an effective promotion media and can create the electronic word of mouth (e-WOM). This study was conducted to determine how consumer response about the implementation of the Electronic Word of Mouth (e-WOM) at Steak Ranjang and to determine how much the influence of Electronic Word of Mouth (e-WOM) via Twitter on consumer purchase intention at Steak Ranjang. Type of research is causal descriptive with quantitative characteristic. The sampling method is nonprobability sampling with purposive sampling technique by distributing questionnaires to the respondents who knew Steak Ranjang via Twitter with 100 respondents. Methods of data analysis in this study using a simple linear regression test, and using a Likert scale as the measurement scale. Based on the results of the study, the percentage results for Electronic Word of Mouth (e-WOM) at 73.91%, which is in good criteria. The percentage results for Purchase Intention is at 77.47%, which is in good criteria. Electronic word of mouth (e-WOM) significantly influence consumer purchase intention Steak Ranjang at 64.9% and the remaining 35.1% is not described in this study.

Keywords : *Electronic Word of Mouth (e-WOM), e-WOM Quality, e-WOM Quantity, Sender's Expertise, Purchase Intention*